

What is claimed is:

1. A method of automatically adjusting a total bid value for a multiple variable bid for an online auction and wherein the total bid value is calculated by performing a function on multiple bid variables, comprising:

- (a) receiving initial values for each bid variable;
- (b) calculating the total bid value by performing the function on the bid variables using the initial values;
- (c) receiving an updated value for one of the bid variables; and
- (d) automatically calculating an adjusted value for the total bid value by performing the function using the updated value received in step (c).

2. A method of automatically adjusting the value of at least one automatically adjustable bid variable for a multiple variable bid for an online auction and wherein the total bid value is calculated by performing a function on multiple bid variables, comprising:

- (a) receiving initial values for each bid variable;
- (b) calculating the total bid value by performing the function on the bid variables using the initial values;
- (c) receiving an updated value for at least one of the bid variables; and
- (d) automatically calculating an adjusted value for the at least one automatically adjustable bid variable using the function and the total bid value and the updated value received in step (c).

3. A method of automatically adjusting a value of an automatically adjustable bid variable for a multiple variable bid for an online auction and wherein a total bid value is calculated by performing a function on multiple bid variables, comprising:

- (a) receiving initial values for each bid variable;
- (b) calculating the total bid value by performing the function on the bid variables using the initial values;
- (c) receiving an updated value for the total bid value; and
- (d) automatically calculating an adjusted value for the automatically adjustable bid variable using the function and the updated total bid value.

4. A method of automatically adjusting a value of each automatically adjustable bid variable for a multiple variable bid for an online auction and wherein a total bid value is calculated by performing a function on multiple bid variables, comprising:

- (a) receiving initial values for each bid variable;
- (b) calculating the total bid value by performing the function on the bid variables using the initial values;
- (c) receiving an updated value for one of the bid variables; and
- (d) automatically calculating adjusted values for the automatically adjustable bid variables using the function and the updated value received in step (c);

wherein each automatically adjustable variable is adjusted such that it receives a pro rata adjustment.